

Take your favorite hits at home—add a premium movie package to U100 or U200 for just \$14/mo. each.



9-channel package

Award-winning original movies and series.



9-channel package

Featuring 700 new films each month!



10-channel package

Award-winning originals and Hollywood hits.



3-channel package

Exclusive feature films, 24 hours a day!



9-channel package

Biggest variety of movies.



8-channel package

Action, drama, mystery—it's all here.



1-channel package

Cool Classics For The Movie Generation.®

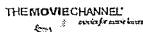
Combine & save with a discounted package!

The Movie Package
(included with U300 and U400 packages)

just \$15/mo.

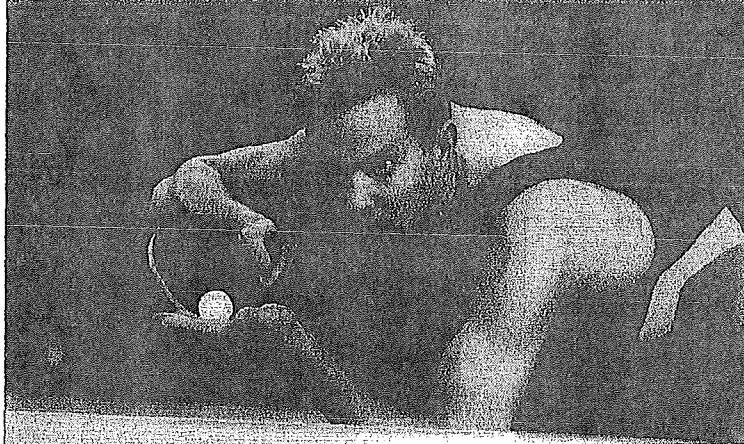


Enchanted on Starz®



HBO® & Cinemax®
(included with U400 package)

just \$24/mo.



Balls of Fury on Cinemax



Call us to get
1 MONTH FREE when
you add this package!

Enchanted © Disney Enterprises, Inc. All Rights Reserved. HBO® and Cinemax® are service marks of Home Box Office, Inc. Starz and related channels and service marks are the property of Starz Entertainment, LLC. SHOWTIME, THE MOVIE CHANNEL, X and related marks are trademarks of Showtime Networks Inc., a CBS Company.

These are not introductory rates. With AT&T U-verse, all prices start low and stay low.

The new at&t
Your world. D-Live!

AT&T U-verse

v that tunes into you

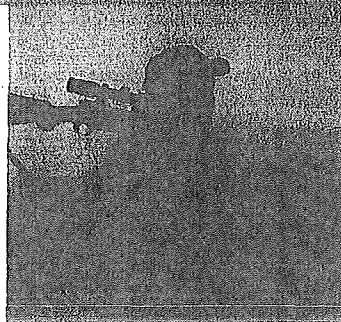
ep track of all your favorite sports with one great package.

The Sports Package, just **\$10/mo.**

Take your game to the next level. The Sports Package covers coast-to-coast college sports, international soccer, outdoor recreation, baseball, and horse racing. Also included in our U400 TV package.)



and many more channels!



Africa with Craig Boddington on The Sportsman Channel



Soccer on GolTV

at a world of choice with one of our international packages.

International programming packages, as low as **\$10/mo.**

Take a look at the ways AT&T U-verse™ can deliver your world, with great international programming packages starting as low as \$10/mo.

Spanish TV
Paquete Español **\$10/mo.**
22 favorite Spanish-language channels.

Japanese TV
TV JAPAN **\$25/mo.**
Premium Japanese-language 24-hour programming.

Filipino TV
Filipino TV Package **\$21/mo.**
The Filipino Channel **\$12/mo.**
GMA Pinoy TV **\$12/mo.**

South Asian TV
South Asian TV Package **\$35/mo.**
TV Asia **\$15/mo.**
SET Asia **\$15/mo.**
Zee TV **\$15/mo.**

Vietnamese TV
Saigon Broadcasting Television Network **\$15/mo.**
The first 24-hour Vietnamese channel in America.



Chicas Veneno on Telehit



Dyesebel on GMA Pinoy TV

Open here to see all the channels U-verse has to offer!

call 1-866-406-3703 | click uverse.att.com/UV3703 | visit an AT&T store near you.

What is it?

It's not cable. It's not satellite. AT&T U-verse brings you Advanced TV and Internet over a 100% digital network, including fiber optics,¹ for amazing new features!

- ▶ Does your provider include an HD-ready receiver with a DVR that records up to four programs at once?
- ▶ Can you program your DVR from anywhere using your PC or most wireless phones with Internet access?²
- ▶ Does your provider offer access to over 40 HD channels³—and growing?
- ▶ Does your provider include wireless home networking⁴ and professional installation at no charge?
- ▶ Can you get home phone and wireless messages in one voice mailbox, accessible from any phone line or PC?
- ▶ Does your provider offer TV, Internet, home phone service, and wireless calling that actually work together?

AT&T U-verse does all this and more. Switch today and get a better value!



Professional installation included. No contract term required.

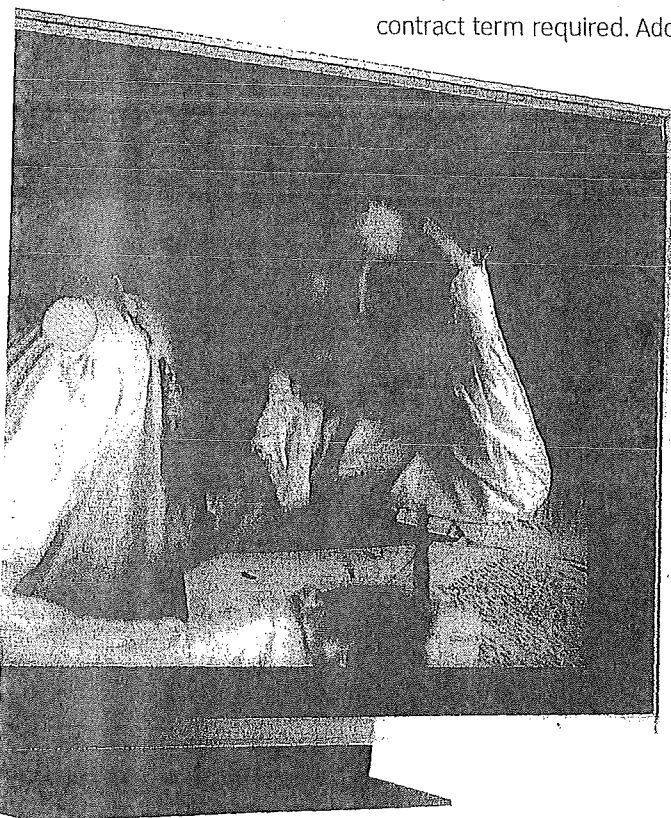


U-verse

why is it better?

Value is the name of the game with AT&T U-verseSM.

Professional installation, an HD-ready receiver, and a wireless Internet router are included when you switch to U-verse 100% digital TV and Internet—30-day money-back guarantee and no contract term required. Add wireless and home phone service for even more value and convenience!



Becoming Jane on Starz[®]

TAKE YOUR PICK OF SPECIAL CASH BACK OFFERS with new TV and Internet orders (U200 or higher).

CALL TO ORDER A TV & INTERNET DOUBLE PACK TO GET:

\$100 | cash back

OR

FREE | month of AT&T U-verse TV (up to a \$99 value)

ORDER ONLINE AND GET BOTH—UP TO A \$199 VALUE!

GET UP TO \$150 MORE WITH A TRIPLE OR QUAD PACK!

CALL US

Sign up for qualifying home phone and wireless service from AT&T.

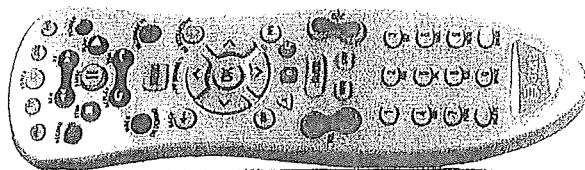
Cash back redemption required. See p. 20 for details.

*Claim based on normal rack rates, not promotional offers. 1 With AT&T U-verse High Speed Internet. Wi-Fi at Starbucks available at U.S. company-operated Starbucks locations equipped with a hot spot. Starbucks and the Starbucks logo are registered trademarks of Starbucks U.S. Brands, LLC. 2 \$3/mo. with qualifying service. Other monthly charges, restrictions, and activation fees apply. \$12.95/mo. (\$11.95/mo. in CA & NV) for customers without qualifying service.

Becoming Jane © Disney ABC Domestic Television. All Rights Reserved. Starz and related channels and service marks are the property of Starz Entertainment, LLC.

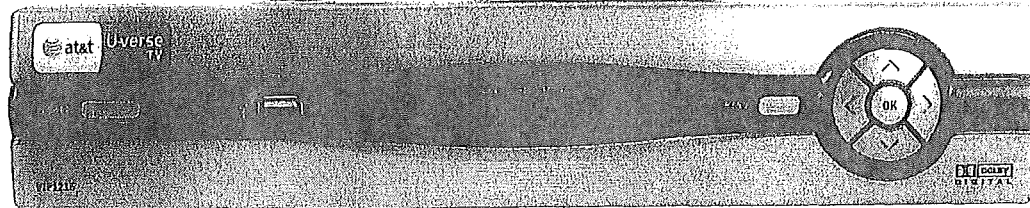
call 1-866-406-3703 | click uverse.att.com/UV3703 | visit an AT&T store near you.

EXCLUSIVE

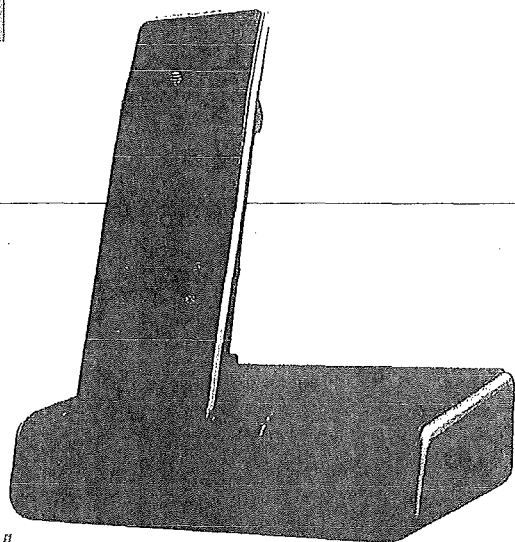


AT&T U-verse
combined services

offer features the other guys don't!



Only AT&T U-verse includes an HD-ready receiver with a DVR that records up to four shows at once at no extra cost—your cable provider doesn't,* p. 12.

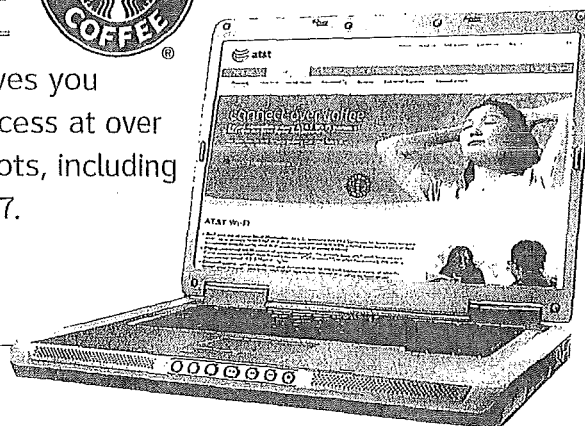


AT&T Unified MessagingSM provides a single mailbox where you can manage multiple types of messages, including email, AT&T home phone and wireless voice mail, and faxes.²

FREE

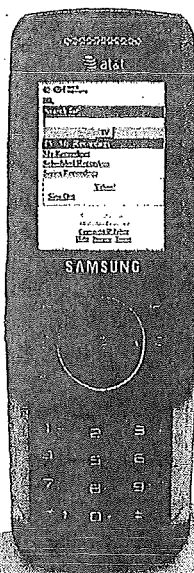


Only AT&T gives you FREE Wi-Fi access at over 17,000 hot spots, including Starbucks,¹ p. 7.



LIVE
IT UP

AT&T U-verse lets you program your DVR remotely from any Web-connected PC and most wireless phones with Internet access, p. 13.



are not introductory rates. With AT&T U-verse, rates start low and stay low.

the new



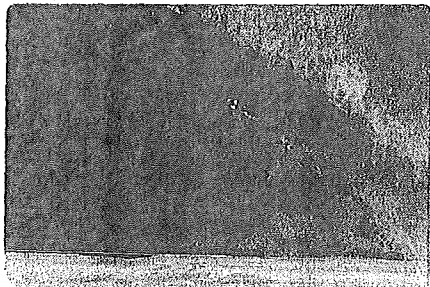
at&t

your world. Delivered.

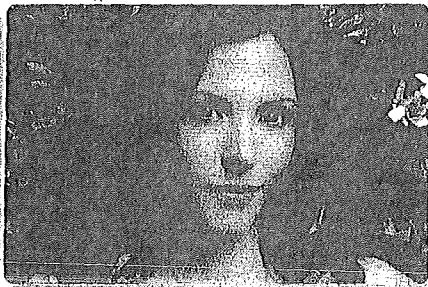
U-verse

How much is it?

With AT&T U-verseSM, our prices start low and stay low. So feel free to mix and match digital TV, Internet, home phone, or wireless service your way!



Surfing on FUEL TV in U200



Weeds on SHOWTIME[®] in U300



The Kingdom on HBO[®] in U400

watch

STEP 1: Pick an Advanced TV package that fits you best.

U100 TV \$44/mo.

Up to **100** digital channels, including local channels

One HD-ready receiver included

Add a DVR for just \$15/mo.

U200 TV \$59/mo.

▶ Up to **200** digital channels, including music and local channels

▶ One HD-ready receiver with DVR service included

▶ Includes special offers, p. 4

U300 TV \$79/mo.

▶ Up to **260** digital channels, including music and local channels

▶ One HD-ready receiver with DVR service included

▶ 31 premium movie channels of Starz[®], Encore[®], SHOWTIME[®], THE MOVIE CHANNEL[™] & FLIX[®]

▶ Includes special offers, p. 4

U400 TV \$99/mo.

▶ Up to **320** digital channels, including music and local channels

▶ One HD-ready receiver with DVR service included

▶ 31 premium movie channels of Starz[®], Encore[®], SHOWTIME[®], THE MOVIE CHANNEL[™] & FLIX[®]

▶ 18 premium movie channels of HBO[®] & Cinemax[®]

▶ The Sports Package, including Fox College Sports, HorseRacing TV & more

▶ Includes special offers, p. 4

AT&T U-verse TV includes a free receiver. But did you know you can add up to seven more for just \$5/mo. each?

See our full channel lineup on inside back cover.

Call 1-866-406-3703 | click uverse.att.com/UV3703 | visit an AT&T store near you.



2: Add your choice of AT&T U-verse High Speed Internet speeds.

s wireless networking, higher upstream speeds, and 11 email accounts with online photo storage and top-of-class security.

ESS \$25/mo.

1.5Mbps
stream speeds
for emailing, Web
g & downloading music

PRO \$30/mo.

Up to 3.0Mbps
downstream speeds
Great for music, videos,
sharing photos & more

ELITE \$35/mo.

Up to 6.0Mbps
downstream speeds
Great for maximum gaming,
videos & streaming music

MAX \$55/mo.

Up to 10.0Mbps
downstream speeds
Great for music, photos, videos
& highest-speed downloads



INCLUDES FREE WI-FI ACCESS at over 17,000 hot spots nationwide, including Starbucks.*
Learn more at attwifi.com.

talk

3: Add these money-saving nationwide and worldwide calling plans.

most popular unlimited nationwide calling package and an international plan that serves your landline and wireless service—how convenient!

ALL DISTANCESM FOR U-VERSE \$40/mo.¹

limited local and nationwide long distance calling
unlimited flat-rate service & up to 13 popular calling features

AT&T UNITY WORLDWIDE CALLINGSM \$4.99/mo.¹

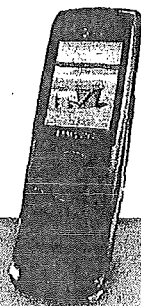
Combines your AT&T wireline and wireless international calling
into one simple plan with some of our lowest per-minute rates

go

4: Add Wireless from AT&T for the ultimate in mobility.

NATIONSM 450 \$39.99/mo.¹

des 450 minutes a month, plus our exclusive
over Minutes®
limited Mobile to Mobile minutes & much more
plans with even more minutes, call or visit us online



Ask us how you can
get \$50 cash back on a
Samsung A737 phone or
other qualifying phones.

*Wi-Fi at Starbucks available at U.S. company-operated Starbucks locations equipped with a hot spot. Starbucks and the Starbucks logo are registered trademarks of Starbucks U.S. Brands, LLC. 1 Other monthly charges apply. Prices, dates, and programming subject to change. Prices do not include taxes, city video cost-recovery fees, and other charges. See details on p. 20.

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The new



at&t

Your world. Delivered.

Personal installation included, no contract term required.

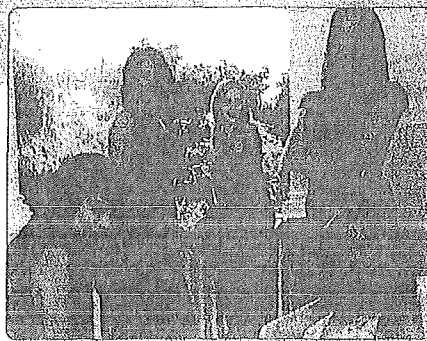
AT U-verse

ready to change?

Switch to AT&T U-verseSM TV risk-free—30-day guarantee & no contract term.

U100 TV

- ▶ Up to 100 digital channels
- ▶ One HD-ready receiver included
- ▶ Add a DVR for just \$15/mo.

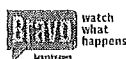


Army Wives on Lifetime

U100 TV low price

\$44/mo.

A GREAT VALUE PACKAGE!



and many more channels!



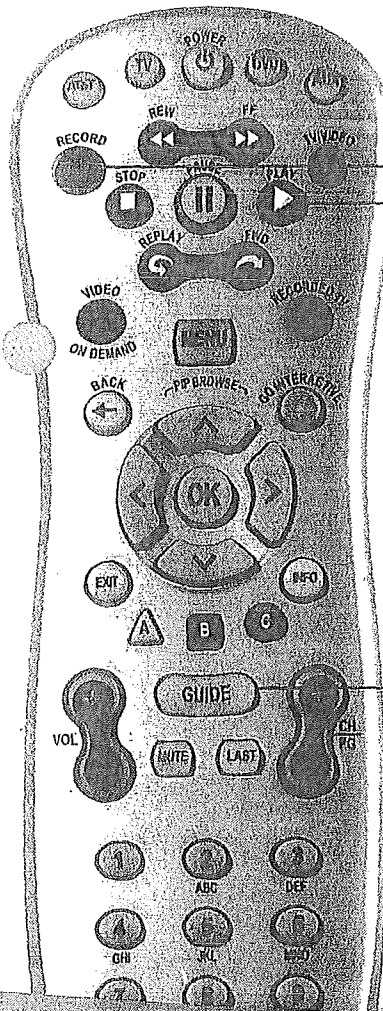
call 1-866-406-3703 | click uverse.att.com/UV3703 | visit an AT&T store near you

don't want to miss a show?

Record four shows at once on one extraordinary DVR.

Our advanced Digital Video Recorder (DVR) records up to four shows at once and is included at no extra cost with most packages. Your family can catch all their favorites, even if they're on at the same time!

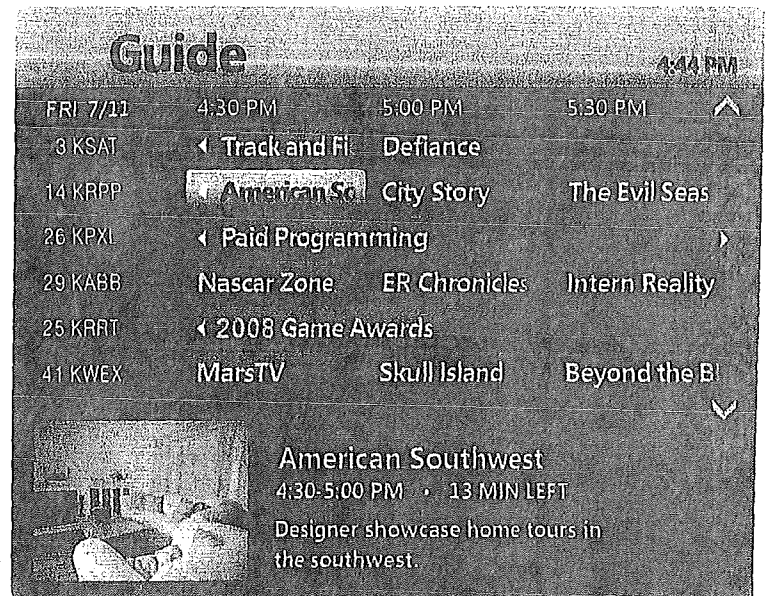
- ▶ Press RECORD on your remote control to record what you're watching on TV directly to your DVR
- ▶ Press GUIDE to find a program or series you want to record, highlight it, and press RECORD to schedule a recording (a red dot will appear)
- ▶ Press RECORDED TV to see a show list (DVR records 133 hours standard or 37 hours HD programming)



Press to record what you're watching with just one touch.

Use these buttons to pause, replay, fast-forward, and rewind programs recorded to your DVR. You can also record, replay, and pause live TV!

Press for instant access to your interactive program guide to see what's playing or scheduled to record.



These four red dots in the guide indicate four shows to be recorded simultaneously

DID YOU KNOW?

You can customize your U-verse program guide so it displays only your favorite channels so you spend less time scrolling!

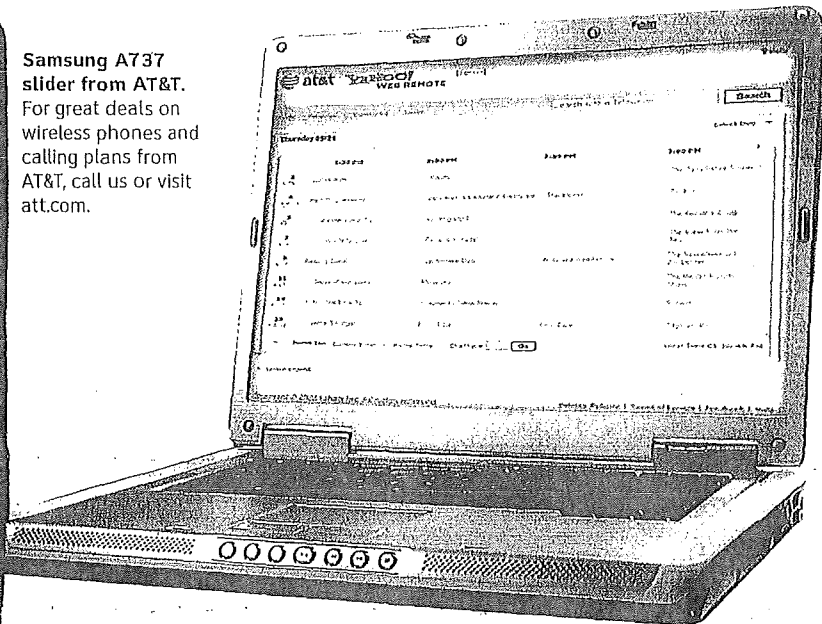
Record on the go!

Program your DVR from a computer or wireless phone virtually anywhere in the world.

Live it up with your newfound mobility brought to you by AT&T U-verse™! Now you can program your DVR remotely from any Web-connected computer and most wireless phones with Internet access. Do all this and more:

- ▶ Program future recordings
- ▶ Get program information
- ▶ Search for recorded TV
- ▶ View and edit your recordings list

Samsung A737 slider from AT&T. For great deals on wireless phones and calling plans from AT&T, call us or visit att.com.



Take TV to go, too!



TV on your PC is here. Over 30 channels of live and clip TV programming on any broadband-connected PC, anywhere you want. Once you're an AT&T U-verse member, try U-verse OnTheGo service free for 14 days. See p. 20 for details.

AT&T U-VERSE MEMBER PRICE JUST \$10/MO.

Visit uverse.att.com/OnTheGo to learn more.

bio.
TELEGRAPHY CHANNEL

Blip!

f

FOX NEWS
ORIGINALS

FOX SPORTS
FOXSPORTS.COM

HISTORY

oxygen

union
the best in union sports

The Weather Channel
weather.com

and many more channels!



NEW! AT&T Wi-Fi now at Starbucks® locations nationwide.

*Wi-Fi at Starbucks available at U.S. company-operated Starbucks locations equipped with a hot spot. Starbucks and the Starbucks logo are registered trademarks of Starbucks U.S. Brands, LLC.

The new



at&t

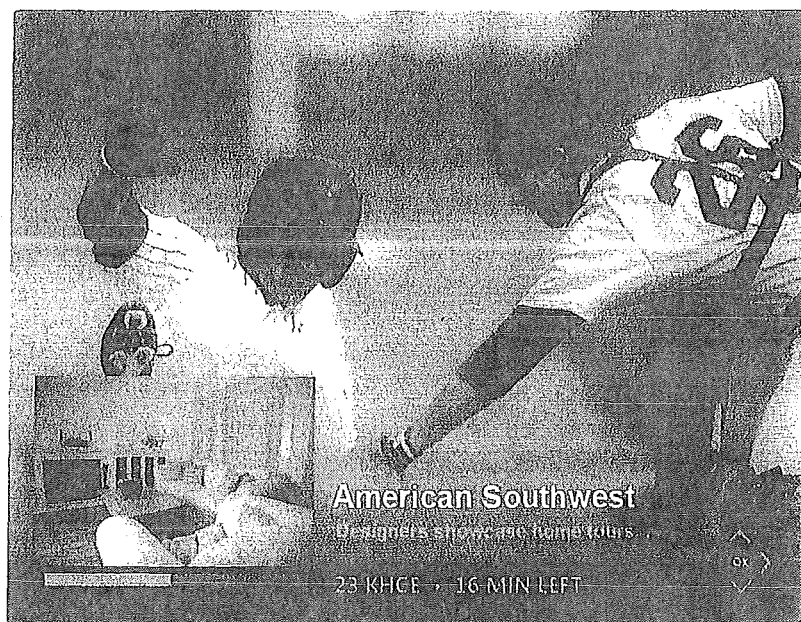
Your world. Delivered.

are not introductory rates. With AT&T U-verse, prices start low and stay low.

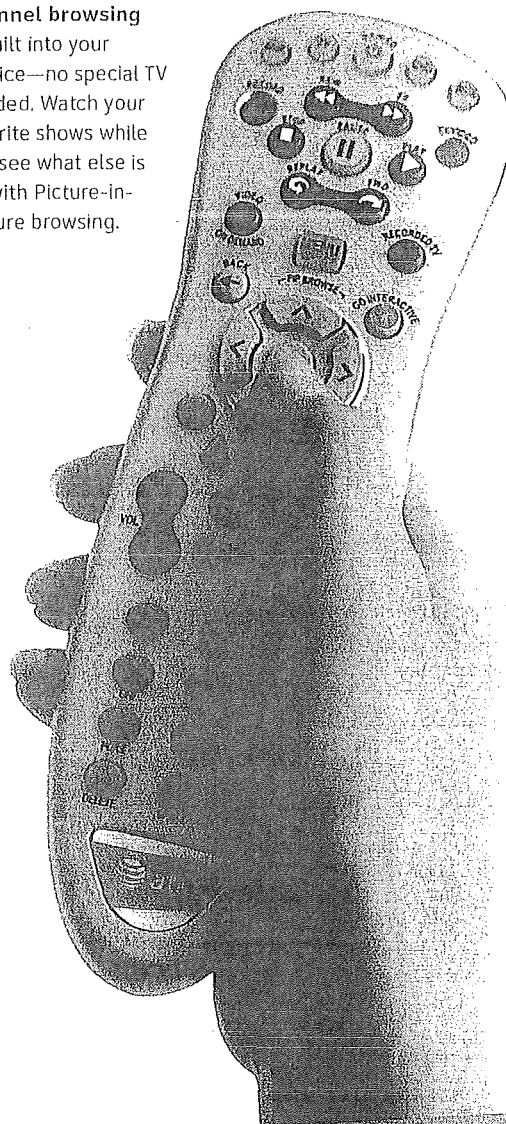
AT U-verse

wishing your tv

Integrated TV features beyond analog cable are yours when you bundle our



Picture-in-Picture channel browsing is built into your service—no special TV needed. Watch your favorite shows while you see what else is on with Picture-in-Picture browsing.



Change channels *without* the blink of an eye.

Channel-hop fast without any drag or delay by pressing the channel you want, then pressing ENTER.



US

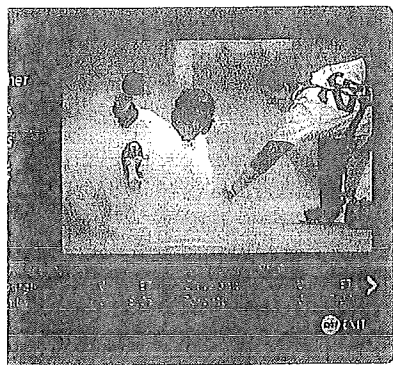


THEM

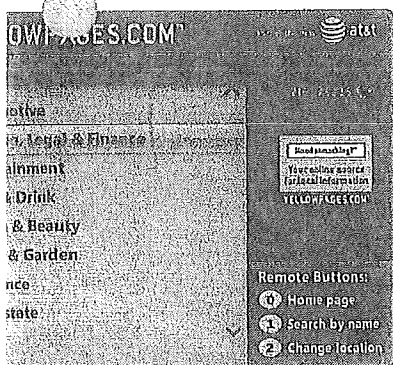
call 1-866-406-3703 | click uverse.att.com/UV3703 | visit an AT&T store near you

Did more?

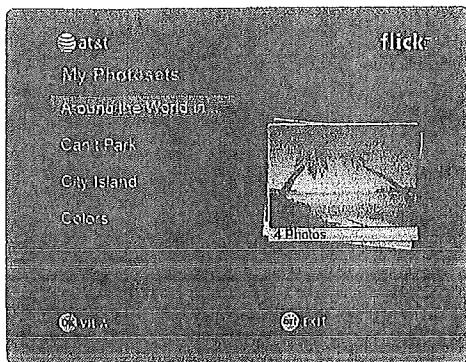
anced TV and Internet.



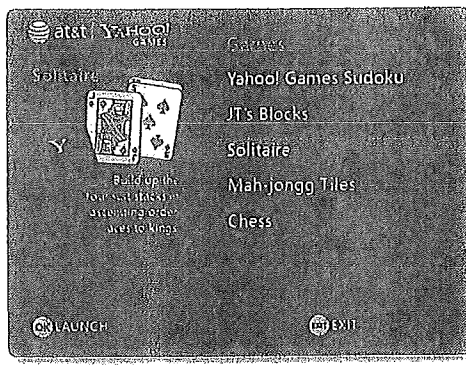
ather, sports, stocks & traffic on your
your AT&T High Speed Internet account.



usiness listings, maps, and more with
search on YELLOWPAGES.COM TV.

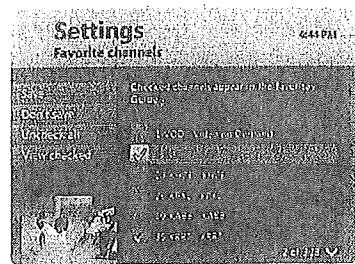


AT&T EXCLUSIVE! View photos from your
Flickr™ account and create the ultimate slide
show right on your TV!

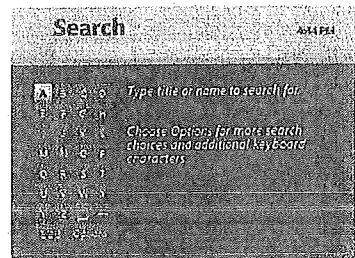


Play five family-friendly games on the AT&T
Yahoo! Games Channel.

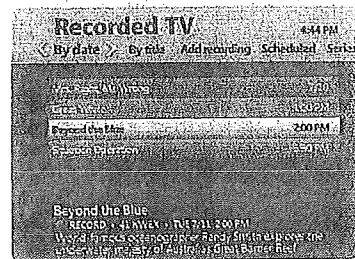
Innovative features
let you control your
TV experience.



Don't want to scroll? This screen lets
you select the channels you want to watch.



Find any program fast by typing a
show or an actor's name into the
search screen.




See a list of recorded programs on
your DVR with a press of the RECORDED
TV button.

Set limits for your family with easy-
to-use parental controls—lock shows by
ratings, hide channels, decide who can
rent and watch VOD, and more.




buy 2, get 1 free!

Sign up for advanced TV plus wireless or digital home phone service,
and get high-speed Internet FREE for 6 months!


**AT&T U-verse TV**
\$64/mo
AT&T U-verse TV U200

- Up to 230 digital TV channels and one HD-ready receiver with DVR activation required
- Great onscreen features: favorite TV channels guide, Picture-in-Picture channel browsing, and more
- Add access to HD service* for a huge HD lineup and brilliant picture!
- Buy 2, get 1 free bundle offer also applies to any higher TV package

+


**Wireless from AT&T**
\$40/mo
AT&T NationSM 450 Plan

- 450 Anytime Minutes, RolloverSM Minutes, and unlimited Mobile to Mobile calling (more plans available)

**Digital home phone from AT&T**
\$30/mo
AT&T U-verse VoiceSM Unlimited

- Unlimited digital calling to the U.S., Canada, and Puerto Rico with over 20 features, including advanced features that integrate with TV, Internet, and wireless

+

**AT&T U-verse High-Speed Internet**
6 MONTHS FREE
AT&T U-verse High Speed Internet Pro

- Downstream speeds up to 3Mbps
- Wireless Internet router and professional installation included!
- Access to the nation's largest Wi-Fi network,¹ including Starbucks² and Barnes & Noble
- Want a faster speed? With this offer you can get a \$30/mo credit on any higher Internet speed—up to 18Mbps downstream available

Professional installation included. No contract term required.

call 1-877-677-1851 | click att.com/uverse1851 | visit an AT&T store

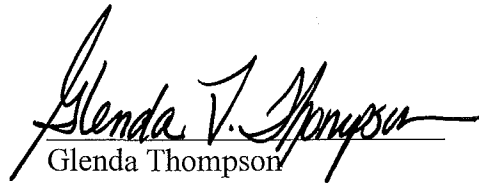
CERTIFICATE OF SERVICE

I, Glenda Thompson, a secretary at the law firm of Edwards Wildman Palmer LLP, hereby certify that, on this 18th day of July 2012, copies of the foregoing "Reply" were sent via first-class mail, postage prepaid, to the following:

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Federal Communications Commission
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Washington, DC 20554

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Mr. Robert Weber
730 Washington Ave., Room 201
Racine, WI 53403

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